

Exercise 1

MARKET MAPPING GAME

In a nutshell:

This exercise can be used to help people understand the market as a system and the idea of a market map. As well as being used in participatory market mapping forums as an exercise early in the process, it can be used to support the empowerment of marginalised actors.

Objectives:

- Participants start to understand the market map and how the different elements are all interconnected.
- Market actors start to understand the perspectives of other actors and how constraints that affect one actor, may affect others.

How it works:

- The facilitator prepares a set of cards representing actors or functions from a market system that is known to the participants.
- Participants are divided up into three groups, representing the core market, inputs and services and the enabling environment.
- In their group, they consider the perspectives of actors in this group and how they may relate to other parts of the market system.

Step 1: Groups

Group 1 – core market actors:

- Divide up half of the group (up to a maximum of 7-8) to form a group of actors from the core market chain.
- Give them each a piece of card with the name of a market actor on it (e.g. processor, producer, small-scale trader, retailer etc.). These must be prepared beforehand and must be relevant to the particular market system you have chosen.
- Check that they understand the role of the market actor on the card and explain to them that they will now be playing this role.
- Ask them to think about the role that they play and how they add value to the market system.

Group 2 – input and service providers

- Divide up half of the remaining participants into another group representing input and service providers.
- Give each participant a card with the name of an input or service provider from the relevant market (e.g. transport, agricultural equipment supplier etc.).
- Ask everyone if they understand the service they offer.
- Ask them to think of the benefits of their service to the rest of the market system.

Group 3 – the enabling environment

The remaining participants can form the final group – enabling environment actors.

- Provide them each with a card with the name of an enabling environment issue (e.g. infrastructure, tax policy, gender norms etc.). The issues selected need to be ones that you know are relevant to the specific value chain being looked at.
- Ask everyone if they understand the external issue they represent.

Step 2: Group discussion

Ask the participants, in their groups, to discuss the role or function they represent and the impact it has on the rest of the market system. They should consider impacts that are considered positive as well as those considered negative.

Step 3: Plenary

‘Core market group’

Go through each actor and ask them:

- To explain their role in the market and how they add value to the market system.
- To explain which other actors in the market system they have a relationship with or are connected to in some way – they can visualise this by sticking a post-it note on them.
- To ask other participants if they can think of other examples of how that market actor adds value to the system.
- To ask other participants if this role is connected to any other market actors in the system.

‘Inputs and services group’

- Go through each actor and ask them:
- To explain the role that they play.
- To identify which market actors benefit from the service or input they provide – they can do this by sticking a post-it note on them.
- Ask other participants to identify other actors that may benefit from this service / input.

‘Enabling environment group’

Go through each actor and ask them:

- To explain the issue they represent and how it affects the market system in a positive or negative way.
- Identify the market actors that are affected by this issue the most – they can do this by sticking a post-it note on them.
- Ask other participants to provide more detail on how this issue affects the market, including others it may affect.

Step 4: Conclusions

With the different groups and the sticking of post-it notes, you should have a graphic illustration of how different elements of the market system are interconnected. Finish the session by reminding people what the three parts of the market system are and what they represent and then try to pull out conclusions about the interconnections. You should be able to show how inputs and services are needed by all market actors and how enabling environment issues have an impact on everyone. Encourage people to start seeing that their problems may also be other people’s problems – and vice versa.